

ORDER



Orders Order / Rev: 47063
 Alt Order #: 09782145
 Product Desc: YOHO FOR CONGRESS(R)
 Estimate:
 Flight Dates: 08/06/12 - 08/13/12
 Original Date / Rev: 08/03/12 / 08/10/12
 Order Type: CIA - O

CBS 47
 Primary AE: Millennium San Francisco
 Sales Office: MNAT
 Sales Region: National

Agency Name: Dresner Wickers & Assoc
 Buying Contact:
 Billing Contact:
1819 Polk Street #373
San Francisco, CA 94109

 Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Ted Yoho (R) US Congress FL D-3
 Demographic: HH
 Product Codes: US Congress
 Priority: P-2
 Revenue Codes: AGY, POL-CAND, GEN

 New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:
Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	43	\$7,030.00	\$5,975.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	43	\$7,030.00	\$5,975.50	0.00
Totals	43	\$7,030.00	\$5,975.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium San Francisco			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	22%	\$7,030.00
Market	100%	\$31,954.55

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	70%	\$22,368.18
WAWS	8%	\$2,556.36
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	WTEV	08/06/12	08/10/12	Action News @ 5a	CM	5:00 AM-5:30 AM	11111--	:30	5	\$40.00	P-2	0.00	NM	5	\$200.00											
ACTION NEWS 5AM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	11111--	5	\$40.00	0.00																					
E 2	WTEV	08/13/12	08/13/12	Action News @ 5a	CM	5:00 AM-5:30 AM	M-----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00											
ACTION NEWS 5AM																										
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Week: 08/13/12	08/19/12	M-----	1	\$40.00	0.00																					

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	08/13/12	08/13/12	Action News @ 5a		CM	5:00 AM-5:30 AM	M-----		:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
ACTION NEWS 5AM																	
E 3	WTEV	08/06/12	08/10/12	Action News @ 530a		CM	5:30 AM-6:00 AM	-1111--		:30	4	\$70.00	P-2	0.00	NM	4	\$280.00
ACTION NEWS 530AM																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		-1111--		4		\$70.00		0.00							
E 4	WTEV	08/06/12	08/10/12	Action News @ 6a		CM	6:00 AM-7:00 AM	MTWTF--		:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
ACTION NEWS 6AM																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		MTWTF--		3		\$80.00		0.00							
E 5	WTEV	08/06/12	08/10/12	CBS This Morning		CM	7:00 AM-9:00 AM	11111--		:30	5	\$40.00	P-2	0.00	NM	5	\$200.00
CBS THIS MORNING																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		11111--		5		\$40.00		0.00							
E 6	WTEV	08/07/12	08/10/12	CBS This Morning		CM	7:00 AM-9:00 AM	-1111--		:30	4	\$40.00	P-2	0.00	NM	4	\$160.00
CBS THIS MORNING																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		-1111--		4		\$40.00		0.00							
E 7	WTEV	08/11/12	08/11/12	CBS This Morning Satur	CM		8:00 AM-10:00 AM	-----S-		:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
CBS THIS MORNING SAT																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		-----S-		1		\$80.00		0.00							
E 8	WTEV	08/12/12	08/12/12	CBS Sun Morning		CM	9:00 AM-10:30 AM	-----S		:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
CBS SUN MORNING																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		-----S		1		\$550.00		0.00							
E 9	WTEV	08/12/12	08/12/12	Face the Nation		CM	10:30 AM-11:00 AM	-----S		:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
FACE THE NATION																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		-----S		1		\$200.00		0.00							
E 10	WTEV	08/06/12	08/10/12	Action News @ Noon		CM	12:00 PM-12:30 PM	MTWTF--		:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
ACTION NEWS NOON																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		MTWTF--		4		\$350.00		0.00							
E 11	WTEV	08/13/12	08/13/12	Action News @ Noon		CM	12:00 PM-12:30 PM	PM-----		:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
ACTION NEWS NOON																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/13/12		08/19/12		M-----		1		\$350.00		0.00							
E 12	WTEV	08/06/12	08/10/12	Action News @ 5p		CM	5:00 PM-5:30 PM	MTWTF--		:30	2	\$380.00	P-2	0.00	NM	2	\$760.00
ACTION NEWS 5P																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		MTWTF--		2		\$380.00		0.00							
E 13	WTEV	08/06/12	08/10/12	Action News @ 530p		CM	5:30 PM-6:00 PM	MTWTF--		:30	1	\$380.00	P-2	0.00	NM	1	\$380.00
ACTION NEWS 530P																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		MTWTF--		1		\$380.00		0.00							
E 14	WTEV	08/06/12	08/10/12	Action News @ 6p		CM	6:00 PM-6:30 PM	MTWTF--		:30	2	\$380.00	P-2	0.00	NM	2	\$760.00
ACTION NEWS 6P																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 08/06/12		08/12/12		MTWTF--		1		\$380.00		0.00							

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E 14	WTEV	08/06/12	08/10/12	Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$380.00	P-2	0.00	NM	2	\$760.00																			
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	MTWTF--	2	\$380.00	0.00																													
E 15	WTEV	08/13/12	08/13/12	Action News @ 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$380.00	P-2	0.00	NM	1	\$380.00																			
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/13/12	08/19/12	M-----	1	\$380.00	0.00																													
E 16	WTEV	08/06/12	08/10/12	CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$560.00	P-2	0.00	NM	0	\$0.00																			
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Week: 08/06/12	08/12/12	MTWTF--	1	\$560.00	0.00																													
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																									
1	WTEV	08/06/12-08/12/12	CBS Evening News	6:30 PM-7:00 PM	MTWThF----	:30	(\$560.00)	0.00	NM																									
Credited																																		
[Credited Spot]																																		
E 19	WTEV	08/06/12	08/12/12	M-F Action News @ 11p	CM	11:00 PM-11:30 PM	MTWTFSS	:30	1	\$440.00	P-2	0.00	NM	1	\$440.00																			
M-F Action News @ 11p																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	MTWTFSS	1	\$440.00	0.00																													
N20	WTEV	08/12/12	08/12/12	Action News Sunday/Ey	CM	11:30 AM-12:00 PM	-----1	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00																			
Action News Sunday/Eye on																																		
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																													
Week: 08/06/12	08/12/12	-----1	1	\$50.00	0.00																													
N21	WTEV	08/08/12	08/10/12	Action News @ 6p	CM	6p-630p	--WTF--	:30	1	\$380.00	P-2	0.00	NM	1	\$380.00																			
Action News @ 6p																																		
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Week: 08/06/12	08/12/12	--WTF--	1	\$380.00	0.00																													
N22	WTEV	08/13/12	08/13/12	Action News @ 6a	CM	6a-7a	2-----	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00																			
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N23	WTEV	08/12/12	08/12/12	Action News Sunday/Ey	CM	6:30 AM-7:00 AM	-----2	:30	2	\$10.00	P-3	0.00	NM	2	\$20.00																			
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